AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in this application.

Listing of Claims:

1. (Currently Amended) A method for <u>increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service</u> ~~determining whether to attempt to sell an offering to a potential client~~, the method comprising:

determining a set of criteria questions identified as being important in determining whether to attempt to sell the ~~offering~~ <u>product or the service</u> to the potential client;

determining a set of possible answers to each of the criteria questions;

assigning a respective ~~criteria question~~ weighting factor to each criteria question;

assigning <u>a respective</u> ~~an answer~~ weighting factor to each ~~potential~~ <u>possible</u> answer for a ~~respective~~ criteria question;

determining answers to each of the criteria questions; and

calculating a qualifying score<u>, wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer</u>.

2. (Original) The method as recited in claim 1, wherein the answers to at least some of the criteria questions are determined via user input.

3. (Withdrawn)

4. (Withdrawn)

5. (Original) The method as recited in claim 1, wherein the sum of weighting factors for each of the criteria questions equals one hundred percent.

6.   (Original) The method as recited in claim 1, wherein a ~~criteria question~~ raw score for a selected one of the criteria questions is calculated by multiplying the answer weighting factor corresponding to the answer selected for the selected one of the criteria questions by the criteria question weighting factor for the selected one of the criteria questions.

7.   (Original) The method as recited in claim 6, wherein the qualifying score is calculated by adding each of the ~~criteria question~~ raw scores ~~together~~.

8.   (Withdrawn)

9.   (Withdrawn)

10.   (Canceled)

11.   (Canceled)

12.   (Withdrawn)

13.   (Withdrawn)

14.   (Canceled)

15.   (Canceled)

16.   (Canceled)

17.   (Withdrawn)

18.   (Withdrawn)

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19.   (Canceled)

20.   (Canceled)

21.   (Withdrawn)

22.   (Withdrawn)

23.   (Canceled)

24.   (Canceled)

25.   (Canceled)

26.   (Withdrawn)

27.   (Withdrawn)

28.   (New) A computer program product comprising a computer readable medium having computer readable program code for executing method steps for increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service, the method steps comprising:

determining a set of criteria questions identified as being important in determining whether to attempt to sell the product or the service to the potential client;

determining a set of possible answers to each of the criteria questions;

assigning a respective weighting factor to each criteria question;

assigning a respective weighting factor to each possible answer for a criteria question;

determining answers to each of the criteria questions; and

calculating a qualifying score, wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer.

29.   (New) The computer program product of claim 28, wherein the answers to at least some of the criteria questions are determined via user input.

30.   (New) The computer program product of claim 28, wherein the sum of weighting factors for each of the criteria questions equals one hundred percent.

31.   (New) The computer program product of claim 28, wherein a raw score for a selected one of the criteria questions is calculated by multiplying the answer weighting factor corresponding to the answer selected for the selected one of the criteria questions by the criteria question weighting factor for the selected one of the criteria questions.

32.   (New) The computer program product of claim 31, wherein the qualifying score is calculated by adding each of the raw scores.

33.   (New) A computer-implemented method for increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service, the method comprising:

   determining a set of criteria questions identified as being important in determining whether to attempt to sell the product or the service to the potential client;

   determining a set of possible answers to each of the criteria questions;

   assigning a respective weighting factor to each criteria question;

   assigning a respective weighting factor to each possible answer for a criteria question;

   determining answers to each of the criteria questions; and

   calculating a qualifying score, wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer.